

EC'd Yes    Last Received: 07/20/2012 11:05 AM    Showing Buylines: All Lines

Station WVBT-TV NORFOLK, VA.	Agency (    ) CROSSROADS MEDIA	Rep Firm
Advertiser (    ) CROSSROADS GPS	66 CANAL CENTER PLAZA, SUITE 555	Sales Office (    ) PHILADELPHIA
Product Crossroads GPS	ALEXANDRIA, VA 22314	Salesperson (    ) ANJIE BRADY
Estimate# 749	Agency C/P1/P2/E 12/11/749	
Buyer Stephanie Maroney	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 3,550  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/23-10/23	1	1	1	\$50.00	
	2	W	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/24-10/24	1	1	1	\$50.00	
	3	TH	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/25-10/25	1	1	1	\$50.00	
	4	F	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/26-10/26	1	1	1	\$50.00	
	5	M	10A-11A	MILLIONAIRE/MILLIONAIRE B	:30	\$50.00	10/29-10/29	1	1	1	\$50.00	
	8	TH	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/25-10/25	1	1	1	\$700.00	
	9	F	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/26-10/26	1	1	1	\$700.00	
	10	M	10P-1045P	WVBT FOX NEWS	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	11	TU	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/23-10/23	1	1	1	\$300.00	
	12	W	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	13	TH	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	

Rep Order# 6834520    Ver# 1    Status New    Traffic Order#    Printed: 07/22/2012 12:19 PM    2 of 2

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Buyer Stephanie Maroney    Flight Dates 10/23/2012 - 10/29/2012    Salesperson FAX# 215-567-5938  
Fax#    Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	14	M	1045P-11P	SPORTSWRAP M-F	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	

---REPORT TOTALS---

Report Totals: 12 / \$3,550.00

---SALES MONTHLY TOTALS---

Oct 12: 9 / \$2,500.00    Nov 12: 3 / \$1,050.00  
Sales Totals: 12 / \$3,550.00  
Station Totals: 12 / \$3,550.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$71,000	CATV 0%	WAVY 28%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 1%	WVBT 5%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE